### INTRODUCTION

The Planning and Building Department Strategic Plan was developed in a five-month process using internal resources and consultation with other City departments who had recently completed Strategic Plans. The process is described in the Strategy Plan Diagram.

Consistent with our legal role in the Municipal Code and state statutes and relying on policy direction and priorities of the City Council, we developed our Strategic Objectives for the coming five-year period. FY 2006 to 2010:

- \$3 Million annually to the General Fund in property assessments
- \$ 15.5 Million annually in retail sales revenue to the General Fund
- 7,200 Housing Units, 10% guaranteed affordable
- 28,600 Jobs
- 1,100 living units from substandard to safe condition
- 2,600 tons of CO2 reduction
- 6,325 acres of open space to be conveyed to permanent preserve

This document is designed to provide all stakeholders with information they need to make informed decisions and recommendations on our direction and as a means for monitoring and evaluating our performance in carrying our duties and responsibilities.

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Strategic Goals and Implementation Strategies

Achieve General Plan Vision and Goals

Communicate Clearly, Fairly, and Reliably with Those We Serve

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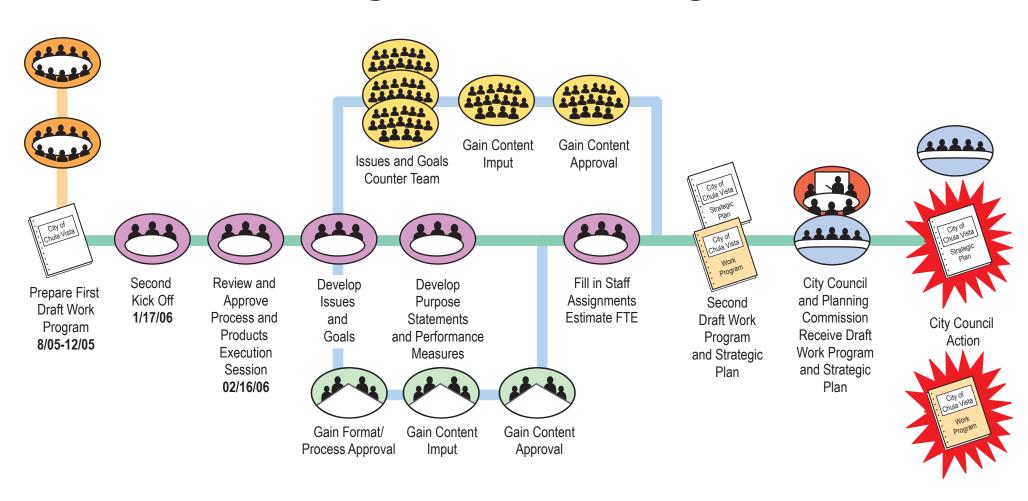
Promote Responsive and Professional Customer Relations



# STRATEGIC PLAN

2006-2010

## **Strategic Plan & Work Program**





#### **Council Strategic** P & B Strategic **Strategic Goals Implementation Strategies** Themes **Objectives** (Metrics) **Zoning Ordinance** Connected, Balanced & Revitalize Western Creation of New and Define Achieve the **Cohesive Community** Villages and EUC Chula Vista Add \$3 Million to City's General Plan **Community** • EUC Western CV Annual Share of Character Vision and Goals Specific Plans Multiple Village Mixed-Use **Assessed Valuation** Western CV Plans Regulations University Land **Amenities** Design and Deal and Plan Add \$15.5 Million Financing Plan Landscape **Annual Retail Sales Tax** Guidelines to General Fund Strong & Safe Neighborhoods Streamlined 7,200 Homes, 10% of **Permitting Process Improved Customer Volunteer Support** which will be Affordable **Promote** Expansion of Relations Committee and Responsive and Permits Plus Digitization of Commission Professional Mobile **Public Records** • Student Interns Customer **Automated** Expanded Public University 28,600 Jobs Relations Inspection Information **Partnerships** Diverse Cultural, Performance Services **Education & Recreation** Standards 2 week Average Opportunities Reduction in Permit Cycle Times Web-Based **Community Counter Services** Outreach Community • Web Site Neighborhood **Feedback** Communicate 25% Customers Served Upgrades Surveys Meetings Clearly, Fairly and Via Internet Versus One-Stop Feedback Loops Newsletter **Economic Development Professionally** Counter Counter Brown Bags 6,325 Acres of Protected Open Space Safety and Code Sustainable **Emergency** Habitat will be Acquired Enforcement Preparedness **Programs** Resource Wildland Community Efficiency and Improvement Interface Code 1,100 Living Units per Ensure a Safe, Program CO<sub>2</sub> Reduction Mobile Cost Effective & Fiscal year from Substandard Sustainable and Hotel/Motel Open Space Automated Stability to Safe Condition Quality Inspection Acquisition and Response Community Program Management Historic 2,600 Tons of CO<sub>2</sub> Preservation **Annually Avoided** through Greenstar